

Hal9 Helps TapIn Launch AI-Powered Local Matching

- **Built an AI-driven MVP for local event matching in weeks using Hal9 Platform**
- **Enabled TapIn to simplify its social platform and test at New York Fashion Week**
- **Saved significant costs while laying groundwork for mobile expansion and AI growth**

“Hal9 had my back in all aspects of my startup journey, they are my technical dream team.”

James Kung, Founder @ TapIn

Customer

TapIn is an innovative startup focused on creating a social platform that connects people through local events and shared interests. Aiming to foster real-world interactions, like finding concert companions, TapIn seeks to build a community-driven experience that bridges online connections with offline engagement.

Challenge

TapIn's founder had a prototype and mockup for a social media platform but struggled with an unclear vision and complex implementation. The goal was to transform this into a simplified MVP that matches users for local events, testable in a high-profile setting like New York Fashion Week, while avoiding the high costs of a mobile-first approach and ensuring rapid market entry.

Solution

Hal9 partnered with TapIn to develop a custom AI solution using the Hal9 Platform, tailored for quick MVP development and startup optimization. In weeks, Hal9's team of engineers and AI experts crafted a streamlined application that brought James's vision to life.

The development process included:

- Simplifying the platform to focus on local event matching, using AI to connect users based on proximity and interests.
- Implementing a web-based MVP with registration for physical events, bypassing the need for an expensive mobile app initially.
- Designing a scalable solution tested during New York Fashion Week, gathering user feedback to refine the product.
- Leveraging Halg's expertise to optimize costs and workflows, setting the stage for future mobile development and AI-driven matching.

Halg collaborated closely with James, iterating based on real-world testing to enhance usability and engagement. The platform's flexibility ensured a cost-effective launch, with plans to expand into automated matching for larger events as a long-term partnership.

Results

In weeks, Halg delivered a working MVP that enabled TapIn to match users for local events, successfully tested at New York Fashion Week. By avoiding a mobile-first build, Halg saved hundreds of thousands of dollars, allowing rapid market entry and valuable customer feedback. This success positioned TapIn for growth, with Halg's AI expertise paving the way for an expanding social network and future mobile integration.

About Halg

[Halg](#)'s mission is to make "Artificial Intelligence Accessible to Everyone", as we believe AI desperately needs to become more accessible for people worldwide to benefit from this new technology. We have a skilled team of engineers, data scientists, and designers working on this effort. Halg partnered with the [Allen Institute for Artificial Intelligence](#) incubator in 2022.